

## Letter from the President

According to Dave Ramsey, millionaires read on average 1 nonfiction book per month.

This got me thinking about my summer reading list. You can Google “summer reading lists” and get recommendations for the best beach reads, the best technology books, the best business books: you name it, there’s a list.

So, in the hopes of expanding my mind and maybe increasing my bottom line, here are my choices for my 2015 nonfiction summer reading (one for each month):

*Autobiography of a Yogi*, by Paramahansa Yogananda. This is the book that everyone who attended Steve Jobs’ memorial service received. According to Salesforce.com CEO Marc Benioff, “It was a spiritual book that inspired Jobs throughout his life.” Curiosity piqued? I know mine is.

*The Road to Character*, by David Brooks. Although no one who knows me would call me a conservative, I read Brooks’ column in the New York Times religiously. I rarely miss his commentary on the News Hour on Friday night either. I may not always agree with him, but I find him very thoughtful and measured in his views. This is his new book. The book starts out: “Recently I’ve been thinking about the difference between the resume virtues and the eulogy virtues.” Great first line.

*America’s Women: 400 Years of Dolls, Drudges, Helpmates, and Heroines*, by Gail Collins. On the flip side of the coin is Gail Collins, David Brooks’ New York Times foil. I laugh every time I read her. I first read this book in 2007. It’s a fascinating look at women in US history. From the Mayflower to the present, Gail covers it all. She tells stories of the women (famous and infamous) who shaped our history. I had the pleasure of

*Continued on page 3*

### MISSION STATEMENT

AFP Greater Cincinnati Chapter, an association of professionals, advances philanthropy by enabling its members and nonprofit organizations to practice ethical and effective fundraising that changes our community for the better.

*The Association of Fundraising Professionals (AFP) represents more than 30,000 members in 200 chapters throughout the world, working to advance philanthropy through advocacy, research, education, and certification programs. The association fosters development and growth of fundraising professionals and promotes high ethical standards in the fundraising profession.*

### SAVE THE DATE

**Membership Meet & Greet**  
Thursday, June 18, 2015

**Chamberlain Scholarship & CFRE  
Scholarship Application Deadline**  
Monday, August 3, 2015

**National Philanthropy Day**  
Thursday, November 12, 2015

# 2015 AFP Greater Cincinnati Executive Committee & Board of Directors

## *Executive Committee*

### **President**

Sydney Schnurr, CFRE

### **President-Elect**

Chris Martin

### **Past President and**

### **Director of NPD**

Meghan Cummings, CFRE

### **Secretary**

Vanessa Mosley, CFRE

### **Treasurer**

Chris Owens

### **Director of Certification**

Norah Mock, CFRE

### **Director of Mentoring**

Jim Hudson, CFRE

### **Director of Ethics**

Tricia Sunders

### **Vice President of**

### **Communications**

Ken Coggeshall, CFRE

### **Vice President of**

### **Communications**

Heather Sherwood, CFRE

### **Director of Newsletter**

Kara Shibiya, CFRE

### **Vice President of Membership**

Katherine Beck, CFRE

### **Vice President of Membership**

Mellissa Gayer, CFRE

### **Director of SNAP (Senior Network of Advanced Professionals)**

John Olberding

### **Director of Young Professionals**

Lizzy Davis

### **Director of Diversity & Collegiate Liaison**

Adrienne McDade

### **Director of Diversity**

Sarah Siegrist

### **Director of NPD**

Betsy Baugh

### **President, AFP Collegiate Chapter**

Michael Huber

### **Director of Fund Development and Be the Cause**

Liz Flynn

### **Director of Scholarships**

Jessica Salyers

### **Director of Strategic Planning**

Julia Morton

### **Member-at-Large**

Tara Noland

### **Member-at-Large**

Victoria Parks

## *Board of Directors*

### **Vice President of Education**

Megan Betsch

### **Director of Networking & Knowledge**

Maureen Gregory, CFRE

### **Director of Fundamentals of Fundraising**

Shannon Isaacs



### *AFP Board Members 2015*

*Front Row:* (left to right) Heather Sherwood, Adrienne McDade, Meghan Cummings, Sydney Schnurr

*Back Row:* Maureen Gregory, Megan Betsch, Norah Mock, Shannon Issacs, Lizzy Davis, Julia Morton, Chris Owens, Ken Coggeshall, Kitty Beck, Tricia Sunders, Sarah Seigrist, Kara Shibiya, Jim Hudson, Michael Huber, Mellissa Gayer

*Not pictured:* Chris Martin, Vanessa Mosley, John Olberding, Betsy Baugh, Liz Flynn, John Banchy, Jessica Salyers, Tara Noland, Victoria Parks

Newsletter design provided by

**Photonics Graphics Inc.**

[www.photonicsgraphics.com](http://www.photonicsgraphics.com)

Providing creative, thoughtful solutions for web and print to non-profits for over twenty-five years.

## *We Gratefully Acknowledge Our 2015 Newsletter Contributors:*

Kitty Beck  
Mellissa Gayer  
Maureen Gregory  
Jim Hudson

Sharmaine McLaren  
Norah Mock  
John Olberding  
Sydney Schnurr

Dan Shephard  
Kara Shibiya

This newsletter is sponsored by the The Association of Fundraising Professionals Greater Cincinnati Chapter. The items contained herein are published as submitted and are provided for general information purposes only. This information is not advice. Readers should not rely solely on this information, but should make their own inquiries before making any decisions. The Newsletter works to maintain up-to-date information from reliable sources. However, no responsibility is accepted for any errors or omissions or results of any actions based upon this information. If you have any questions regarding any of these items, contact the organizational representative of that source. Your newsletter team reserves the right to edit all entries. We try hard to bring you fair and accurate reporting, but should we make an error, please contact us so that we may make a correction.

This newsletter may contain links to web sites that are created and maintained by other organizations. The Newsletter does not necessarily endorse the views expressed on these web sites, nor does it guarantee the accuracy or completeness of any information presented there.

## Letter from the President *(Continued)*

meeting Gail, who is a native of Cincinnati, when she was speaking at the Mercantile Library.

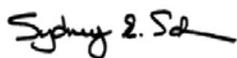
*Donor Centered Leadership*, by Penelope Burk. If you had the pleasure of hearing Penelope when she was here in early May, you know that she has written a new book, which addresses some of the issues facing our profession. I read this book last fall and used it in one of my classes. Like all of her work, this book deserves a second (and third) read. She articulates what so many of us know to be true.

Now, let me be clear, this is not the only thing I'll read this summer. I intend to read my fair share of blogs as well as the third installment in the *Outlander* series. Hey, we all need a little mind vacation, right?

So what are you reading this summer?



Sincerely,



**Sydney Schnurr, CFRE**  
*President*  
*AFP Greater Cincinnati Chapter*

## Get Involved with the AFP Greater Cincinnati Chapter!

There are many opportunities to get involved with the AFP Greater Cincinnati Chapter, as we use our member's fundraising experience and knowledge to add to the success of chapter events! This is also a great way for you to get to know others in your profession.

If you are interested in volunteering, please contact our Membership Chairs - Kitty Beck, CFRE at [chiaroscuro@cinci.rr.com](mailto:chiaroscuro@cinci.rr.com) or Mellissa Gayer at [mellissa\\_gayer@trihealth.com](mailto:mellissa_gayer@trihealth.com).

Thank you for your interest!

## Calling All Young Professionals!

Interested in meeting other professionals in fundraising? Stay tuned on AFP YP events and educational opportunities by joining our mailing list. Contact Elizabeth Davis at [elizabeth@adcfineart.com](mailto:elizabeth@adcfineart.com) for more information.

## March Member Meet & Greet Success



The March Member Meet & Greet was a smashing success. Generously sponsored by Anne M. Maxfield, LLC, AFP members enjoyed an evening of networking, interesting company, and fantastic appetizers. Anne M. Maxfield, LLC helps nonprofit

organizations fulfill their mission by providing operational support, transitional leadership and fundraising strategies that are client-focused and donor-centric. We express our warmest thanks for her support of our AFP Chapter.



## Our Chapter is Growing!

Please welcome our newest members of the AFP Greater Cincinnati Chapter! We are happy to welcome you as part of this great organization.

### *May 2015 New Members*

Justin De Moss	Holly James Molony	Tara Lembright Woodard	Kal Popmeyer
Kate Farinacci	Laura Kersey	Alysia Longmire	Larry Warkoczeski
Ashley Hernandez	Ali Kremchek		

### *April 2015 New Members*

John Barfield	Grace Bowman	Zach Kazarinoff	Sara Pomeroy
Julie Berthoud-Jury	Lisa Claytor	Laura Kersey	Davina Prebble
Brooke Boswell	Maddie Grant	Doug Martin	Jared Queen

### *March 2015 New Members*

Anthony Bonomini	Allison Gibbs	Valerie Milinovich	Jerri Spurlock
Amber Douglas	Jan Gilliam	Danute Miskinis	Amy Tenbush
Russ Doyle	Ranee Hinton	Shannon Mullett	Kaitlyn Walter
Reba Dysart	Laura Kumler	Diane Perlaki	
Joy Fannin	Stephanie Louallen	Lindsey Riehl	
Mary Fischer	Ashlie Lyons	Torie Russert	

---

## \$50 New Member Discount

### **\$50 Professional & Associate New Member Discount!**

**In honor of our 55th Anniversary, AFP will be offering a \$50.00 discount to new members joining in the Professional and Associate Member categories by June 30, 2015.**



The discount applies to \$50.00 off the International portion of the dues. Fill out the membership invitation as usual, but deduct \$50.00 from the total and include this coupon with your payment. \*Coupon must be included with payment.

To join online, go to [www.afpnet.org](http://www.afpnet.org) and use Promo Code: JUNE15

One coupon per new member. Expires June 30, 2015  
Questions, call the AFP Membership Department at (800) 666-3863.

# The Self Limiting Ask

By Dan Shephard

You just received a check from one of your most loyal donors – the renewal of his annual \$1,000 (or \$5,000) contribution. It even counts toward your goal for securing major gifts. Feeling pretty good, are you?

Think again. Your definition of a major gift isn't the important definition; the potential donor's definition is the one that matters.

The typical not-for-profit organization defines a major gift based on a minimum dollar threshold, whether it be \$1,000, \$10,000, or \$100,000. It's good to have a target to aspire to, as long as it doesn't become a self-limiting target.

But, what might your prospect say if asked for her definition? The best, and most pertinent, definition I have heard of a major gift is "one the giver has to think about." Let's examine that definition in the context of our all-too-typical solicitation practices.

The donor who annually writes you a \$1,000 check (four years and counting) isn't thinking about that gift; therefore it isn't a major gift to him. There is likely much more where it came from.

If you continue to ask your \$1,000 annual donor for that same amount year after year, you're missing opportunities – year after year. Even if you ask for incremental increases in the gift amount, you're missing a much greater opportunity. You're setting the gift amount, rather than inviting your prospect to do it with you. And if you do it by telephone or mail, you're squandering those opportunities.

Consider — your \$1,000 per year donor almost certainly supports other charities. While you're asking

him to renew that \$1,000 gift, someone else (his church, alma mater, a local hospital, the symphony) is inviting a conversation about something more. Some enterprising fundraising professional is pursuing her own definition of a major gift — with your donor. She may be excited about asking for a \$25,000 pledge, and she may get it. And even she has missed the point.

Neither you nor your friendly competitors (yes, they are) from other charities are permitting your prospective donors to participate in determining what they are motivated to support, or in what amount.

Here's my simple solution. Stop asking for contributions, and start asking for gift conversations. Since you can't know your new suspected donor's gift capacity, you must find a way to discover it.

My approach to this process of discovery is to invite a two part gift conversation. The first part, and always the most important, is to learn about gift motivation, possible designation. The second part is to invite a conversation about how best to accomplish it, usually in conjunction with triggering life events and asset allocation. After all, most really significant contributions come not from income, but from assets.

It isn't a perfect approach; you will sometimes learn of the sale of a significant asset after the fact. But, when you discover that your prospect is preparing to sell the vacation home or the family business, or to update her estate plan (nothing wrong with a deferred major gift plan), you can offer some very appealing and taxwise gift planning ideas to complement those plans.

Now, how does that \$1,000 renewal check look by comparison?

# Upcoming Scholarship Deadlines

The AFP Greater Cincinnati Chapter promotes the professional development and career advancement of its members through educational programming and by offering a network of professional resources that can help members generate philanthropic support for their organizations.

## *Chamberlain Scholarship*

The Chamberlain scholarship program is awarded through the AFP Foundation for Philanthropy, and honors Ralph E. Chamberlain, CFRE. Mr. Chamberlain had a long and distinguished career of service to the Association of Fundraising Professionals. The Chamberlain Scholarship covers the cost of registration for the 2016 AFP International Conference (typically held in March/April) while the matching chapter scholarship provides up to \$1200 for travel and lodging. All recipients must be first-time attendees of the International Conference. The scholarship recipient is responsible for registering for the Conference. For more information about the International Conference visit [www.afpnet.org](http://www.afpnet.org).

### Guidelines:

- Available to AFP Greater Cincinnati Chapter members in good standing
- Candidate must be employed as a fundraising professional or, if candidate is an executive director, a substantial amount of time must be devoted to fundraising
- Candidate has never attended an AFP or NSFRE international conference on fundraising as a registered participant (unless as a member of the Conference Host Committee)
- Recipients must agree to submit an article to the AFP Greater Cincinnati Chapter newsletter sharing how the International Conference was beneficial to them
- All scholarship recipients are required to volunteer on an AFP Committee

Deadline: August 3, 2015

## *CFRE Scholarship*

The AFP Greater Cincinnati Chapter offers one \$650 scholarship to reimburse recipients for the CFRE exam. Applicants must plan to take the exam in the 2015 calendar year.

### Guidelines:

- Available to AFP Greater Cincinnati Chapter members in good standing and engaged in the practice or study of philanthropy
- Scholarships will only be available for first-time applicants
- The applicant has not been an AFP scholarship recipient in the past two years
- Applicants must submit documentation of registering for and taking the exam.
- The amount and number of scholarships to be given each year will depend on availability of funds and the number of qualified applicants
- After passing the CFRE exam, the recipient should submit an article to the AFP Greater Cincinnati Chapter newsletter sharing their experience and offer advice to those who are interested in taking the exam
- All scholarship recipients are required to volunteer on an AFP Committee

Deadline: August 3, 2015

Please return your completed application to Jessica Salyers, Director of Scholarships, at [jsalyers@clovernook.org](mailto:jsalyers@clovernook.org) or mail to:

Jessica Salyers  
Clovernook Center for the Blind  
7000 Hamilton Avenue  
Cincinnati, OH 45231.

If you have any questions, please call Jessica at 513-728-6216.

# Join Us For Fundamentals of Fundraising - Extended Session

The AFP Fundamentals of Fundraising Course has been designed by experienced fundraising professionals to meet the real-world needs and challenges non-profit organizations face every day. The 7-module course offers a complete overview of the development function, featuring techniques and program components for individuals with 0-4 years of fundraising experience. Full participation in the AFP Fundamentals of Fundraising Course is applicable for 16 points of CFRE Credit in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.

Module 1: Overview of Fundraising

Date: August 25, 2015

Module 2: Developing an Integrated Fundraising Program

Date: September 8, 2015

Module 3: Marketing for Ongoing Success

Date: September 22, 2015

Module 4: Building and Sustaining Relationships

Date: October 6, 2015

Module 5: Securing the Gift

Date: October 20, 2015

Module 6: Volunteers - Partners in Fundraising

Date: November 4, 2015

\*Note, this is a Wednesday

Module 7: Management and Accountability

Date: November 17, 2015

Certificate Dinner: November 13, 2015 - 5:30 PM -

Buca di Beppo Rookwood

\*Cost of dinner included in registration fee

Location: Interact for Health

3805 Edwards Rd. #500

Cincinnati, OH 45209

Cost:

AFP Members: \$405 Full 7 Class Session,  
\$89 Individual Sessions

AFP Non-Members: \$505 Full 7 Class Session,  
\$119 Individual Sessions

Registration: [registerafp@gmail.com](mailto:registerafp@gmail.com)

*\*There will be a 20% cancellation fee if you cancel your reservation within 7 days of these events. You must contact the AFP office to cancel (email/phone), or you will be responsible for payment. Thank you for your understanding.*

For more information about this program please contact Shannon Isaacs, 513-910-9918 or [shanisaacs@gmail.com](mailto:shanisaacs@gmail.com). You are also welcome to contact the AFP office at 513-939-2652 or [afpcincinnati@gmail.com](mailto:afpcincinnati@gmail.com).

## Help Shape Our Chapter's Vision

In August, our Greater Cincinnati Chapter Board will embark on a new strategic planning process to outline our goals and vision through December 2017. Be on the lookout for our member survey in July, as your feedback will directly affect the priorities and challenges we address with the new strategic plan. We look forward to expanding and clarifying our vision in a way that enables you to continue making transformative change in our community.

# One on One with an AFP Member

## Dan Shephard



### Frontline Fundraising and Consulting

#### How did you first hear about or become involved in AFP?

I first joined the Pittsburgh, PA chapter of AFP in 1987, when I was serving as Director of Development for the

Pittsburgh Public Theater. The Cincinnati chapter reminds me of that experience, with all the stimulating programming and the networking opportunities we provide.

#### When did you start your fundraising career?

My first fundraising job was at The Fulton Opera House (Lancaster, PA) in 1986. I was a one-person shop, which, in hindsight, was a great way to learn our business. I spent eight years in the performing arts, and then moved into educational development for the remainder of my career.

#### What do you wish other people knew about the fundraising profession?

That we are in fact a profession, requiring mastery of identified skillsets in order to properly represent both the organizations and the donors we serve. I have been around long enough to have watched our profession grow from a very relationships-oriented art to a statistics-driven craft, and to have witnessed the establishment of several degree-granting academic programs in not-for-profit management. I'm pleased that we seem to be re-visiting the artistic side of the work in recent years, seeking the right balance between art and craft, between the academic and the practical. Coming from an arts background, I understand that good art is created by master craftspersons; that's something to aspire to.

#### What is the best career advice you have ever received?

Focus – every day – on what's important, and that's donor relationships. It's far too easy to get distracted by the urgent, and occasionally necessary, but start every day looking at what you can do to pursue and secure

gifts, and to maintain donor relationships. The second most important thing, which is too important to leave out, is to develop competency, to get good at what you do.

#### What has surprised you most about working in fundraising?

That rich people, despite the cliché, aren't really different from the rest of us, at least not the sorts we fundraisers get to know. I'm still amazed at how wonderfully generous people really are, and what a privilege it is to work with successful and good hearted people in support of the causes they care about. When we do our work well, we aren't the ones others avoid at parties and receptions (another petty cliché); they tend to seek us out because of our relationships. That's a good barometer to use to measure your own effectiveness.

#### Tell us something about yourself that may surprise people.

Fundraising is my third attempt at a career path. I started as an aspiring actor, and I use some basic acting lessons every day in my work. The most valuable are working in the moment and active listening. Once I realized that wasn't going to work, I enlisted in the U.S. Army, where I served for five fascinating years; I earned a commission and lived in Germany for 3½ years. Having "retired" after 28 years of working directly for not-for-profit organizations, transitioning to teaching frontline fundraisers is only my latest step. Even people who have known me since childhood wonder just who I really am, and I assure them I'll let them know just as soon as I figure it out.

#### What do you do when you aren't working?

I think about it, which is not a good thing. I still need to work on making time, both physical and psychic, to decompress and enjoy the world around me. When I'm successful, I spend that time in my flower gardens around the house. My goal is to have something blooming from last snow until first frost, and I'm getting close.

## Join Us For the CFRE Review Course

AFP's CFRE Review Course offers development professionals an opportunity to review the main components of a complete fundraising program in order to prepare for the CFRE exam. It is a two-day, intensive providing an overview of skills, techniques, and program components based on a fundraiser's experience at the five-year level.

**Thursday, September 17**      **8:30 a.m.–4:00 p.m.**

**Friday, September 18**      **8:00 a.m.–12:00 p.m.**

Presenter: Norah Mock, CFRE, along with other CFRE presenters

Location: Shriners Hospitals for Children–Cincinnati  
3229 Burnet Ave., Cincinnati, OH 45229-3095  
(513) 872-6000

Parking: FREE; Access the Shriners Hospitals for Children-Cincinnati garage at the rear of the hospital by turning onto Albert Sabin Way.

AFP Members: \$390

Non-Members: \$490

Registration: [registerafp@gmail.com](mailto:registerafp@gmail.com).

*Please Note: There will be a 20% cancellation fee if you cancel your reservation after September 11, 2015.  
Thank you for understanding.*

Registration Deadline: August 30, 2015

CFRE Continuing Education Points: 13.75

### Top 10 Reasons Why You Should Become a Certified Fund Raising Executive (CFRE)

1. Credibility.
2. Improve career opportunities and advancement.
3. Prepare for greater on-the-job responsibilities.
4. Improve skills and knowledge.
5. Greater earnings potential.
6. Demonstrates your commitment to the fundraising profession.
7. Enhances the profession's image
8. Reflects achievement.
9. Builds self-esteem.
10. Offers greater recognition from peers.

# National Philanthropy Day Award Nomination Deadline

In celebration of philanthropy, the Association of Fundraising Professionals invites you to nominate those who make Greater Cincinnati a stronger and thriving community by supporting your organizations. We look forward to learning about your organizations and supporters. Awards will be presented during the National Philanthropy Day Luncheon on Thursday, November 12, 2015 at The Duke Energy Convention Center in downtown Cincinnati.

Deadline to submit an award nomination is June 24, 2015. For more information and to access the Award Nomination Packet, visit [www.afpcincinnati.afpnet.org](http://www.afpcincinnati.afpnet.org).

## 2015 Award Descriptions

### Philanthropist of the Year

Presented to an individual, corporation or foundation with a record of exceptional generosity who: through direct financial support has demonstrated outstanding civic and charitable responsibility to a specific organization(s) or cause(s); has taken a leadership role in a specific organization(s) or cause(s); motivates others to participate in philanthropy. The depth and/or breadth of support to other organizations will be considered.

### Volunteer of the Year

Presented to an individual, corporation, or foundation with a record of exceptional generosity who: through a devotion of time has demonstrated outstanding support to a specific organization(s) or cause(s); encourages others to support an organization(s) or cause(s); is a role model for other community volunteers. The total hours contributed and the breadth of organizations supported with time will be considered.

### Outstanding Youth in Philanthropy

Presented to an individual, group, organization, corporation or foundation with a record of exceptional leadership and results in encouraging youth (through age 18) to: learn about and participate in philanthropy by planning and implementing a fundraising program to benefit a specific organization(s) or cause(s); demonstrate leadership in a specific organization(s) or cause(s); serve as role models for other youth and/or encourage other youth to participate in philanthropy. The amount of time spent in service through philanthropy will be considered.

## Upcoming 2015 AFP Member Events

### June 2015

Thursday, June 18

5:00–7:00 p.m.

*Member Rooftop Meet & Greet*

Location: Bar Louie

Newport on the Levee, 1 Levee Way, Suite 3118  
Newport, KY 41071

Please join fellow AFP members and friends to network in a casual setting. We encourage you to bring a friend or a prospective new member!

Registration: [scivitello@catholiccincinnati.org](mailto:scivitello@catholiccincinnati.org).

AFP Members: Free

### August 2015

Wednesday, August 5

7:45–9:30 a.m.

*Networking & Knowledge Breakfast*

Topic: 2015 Giving USA Overview

Speaker: Melissa Brown, Principal, Melissa S. Brown & Associates, LLC

Location: Cincinnati Red Cross

2111 Dana Ave., Cincinnati, OH 45207  
(513) 579-3000

Registration: [registerafp@gmail.com](mailto:registerafp@gmail.com)

Please include your contact information or email signature.

\*Your registration is a financial commitment

AFP Members: Free

Non-Members: \$25

Students (with valid I.D.): Free